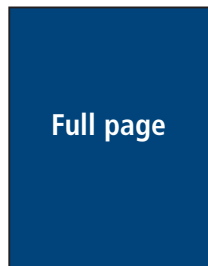


# 2010 Rates & Specifications

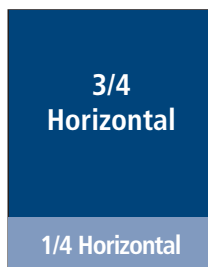
## Modular Ad Sizes



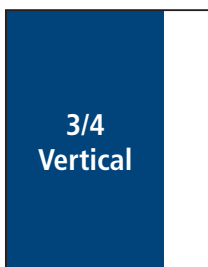
FP 9.8125" x 13.875"



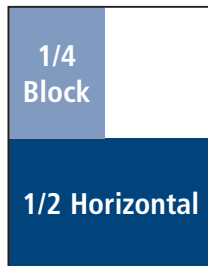
JR 7.3125" x 10.3125"



3/4H 9.8125" x 10.3125"  
1/4H 9.8125" x 3.3125"



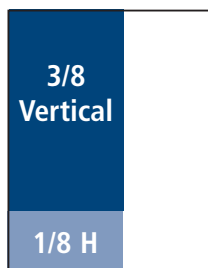
3/4V 7.3125" x 13.875"



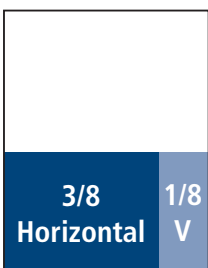
1/2H 9.8125" x 6.8125"  
1/4B 4.8125" x 6.8125"



1/2V 4.8125" x 13.875"



3/8V 4.8125" x 10.3125"  
1/8H 4.8125" x 3.3125"



3/8H 7.3125" x 6.8125"  
1/8V 2.3125" x 6.8125"

**Trim:** 10.75" x 14.75"

**Bleed:** add .25" to all four sides of trim. Keep live art .25" inside of trim.

## GLOSSARY

**Bleed:** Bleed is the extra area outside of a finished document that designers must allow if they want images that are butting up to the edge of the page to be cropped properly & not leave a white edge.

**Live Art:** Elements of the ad that you don't want cut off (such as disclaimers, logos, specific images, text, etc.)

**DPI:** Dots per inch

**LPI:** Lines per inch

## Production Specifications

*Business Report* is created in Adobe InDesign CS4. It is web printed at 133 lpi linescreen on 43# offset and is stitched and trimmed at press.

### Camera Ready Ads

PDF high resolution, print quality files are the preferred format. Otherwise, only Adobe InDesign, Illustrator, and Photoshop CS4 (or earlier, with supporting images and fonts), EPS, TIFF, or PDF files are accepted. All files should be built in process color (CMYK) with high resolution scans in place at 100% and no less than 300 dpi, 150-line screen. We are not responsible for color on RGB files that must be converted to CMYK. A SWOP ([www.swop.org](http://www.swop.org)) certified color proof is required; otherwise, *Business Report* assumes no responsibility for ads supplied without an appropriate proof. All ads should be bordered. *Business Report* reserves the right to include a hairline border around any borderless ad.

Ads submitted that do not meet specifications will be returned to the advertiser. *Business Report* may be able to correct files for a charge of \$50.00.

Files should be e-mailed to: [ads@businessreport.com](mailto:ads@businessreport.com)  
or ftp to: <http://sendto.businessreport.com>

**Please include a contact name, phone and address with all materials.**

### Accepted fonts

All printer and screen fonts must be included with all live digital files. Please use stylized fonts and do not use menu-styled fonts for bold, italics or bold italic type. All fonts used in art files must be converted to outlines. TrueType fonts are not accepted.

### Images/Scans

All images/scans should be process CMYK, 300 dpi, and saved as a TIFF or EPS file.

### Logos / Artwork:

All line art should be 1200 dpi, and saved as EPS files.

### Full Bleed Ads

Available on full pages and spreads for an additional 10% .

### Ad Creation

Ad creation includes type with one logo and one image at a charge of \$95.00. Creation of ads includes one round of proofing changes.

An additional \$25 will be charged per round of changes after initial proofing.

An additional \$50 will be charged for ad materials received after deadline.

An additional \$50 will be charged for custom images and photo retouching.

Art will be held at *Business Report* for one year from date of use.

All advertising materials produced, designed or created by the *Business Report*, including layouts and proofs, shall remain the property of the *Business Report* and shall be for exclusive use in the *Business Report* or related publications. All available copyright and intellectual property protections shall apply. Any advertising materials produced, designed or created by the *Business Report* may be purchased by the client for unlimited use for an additional fee.